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Forbes Travel Guide, Formerly Mobil Travel Guide, Announces Global Star Rating Program to Help Luxury Hotels Worldwide Deliver Best-in-Class Guest Service

The Global Star Rating Program (GSRP) Provides Unprecedented Transparency into the Five-Star Rating System and Anonymous Inspection Results, Leading to True Accountability for Hotels and a Winning Guest Experience

ATLANTA — (APRIL 3, 2013) — As part of its unwavering commitment to serve discerning travelers and luxury hospitality providers worldwide, Forbes Travel Guide announces the launch of its Global Star Rating Program (GSRP). The GSRP allows hotels and other hospitality providers to better understand the anonymous inspection standards and official star rating performance results that have enabled Forbes Travel Guide to become the gold standard and undisputed authority on rating and inspecting hotels since 1958, when the company was founded and originated the five star rating system as Mobil Travel Guide.

Forbes Travel Guide is now making it possible for a real partnership with hotels that are committed to delivering the finest in guest service and experience. Providing actionable insight into what it takes to deliver verified star-rated service, enables hotels to gain a deeper understanding of the engagement between staff and the guest -- which in turn drives measurable ROI.

“The Global Star Rating Program is an exceptional partnership opportunity for luxury hotels around the world,” said Michael Cascone, President and Chief Operating Officer of Forbes Travel Guide. “Guest experience and engagement is at the core of our five star rating system. We realize that by providing a transparent and fair opportunity for hospitality partners to understand our standards and official star rating results clearly, the guest is kept at the center of the conversation. When that happens, everyone wins.”

The GSRP is available to any luxury property that meets performance thresholds, and that wishes to achieve an official Forbes Travel Guide Five Star, Four Star or Recommended rating. In its expansion of official Forbes Travel Guide star-rated properties worldwide, Forbes Travel Guide will continue to inspect and to rate properties if they are deemed best-in-class -- regardless of whether or not they are partners in the GSRP. However, partners in the GSRP will enjoy unique benefits:

- **Annual Hotel, Restaurant and Spa Standards** - A complete set of the proprietary Forbes Travel Guide service and facility standards, updated annually as they are refined to remain current with industry and guest expectations.

- **Summary Results Reports from Anonymous Inspection** - Performance report that details a property's score across all 17 categories of evaluation, such as Arrival and Guest Service, as well as against all 9 high impact classifications, such as Courtesy & Manners and Sense of Personalized Service.
- **Official License to Promote its Star Rating** - Annual license to promote the property as an official Forbes Travel Guide Five Star, Four Star or Recommended award winner in any its marketing efforts and materials.
- **Dedicated Property Feature and Direct Booking on ForbesTravelGuide.com** - The exclusive destination worldwide for Forbes Travel Guide Star-Rated properties, ForbesTravelGuide.com is a powerful new luxury travel and lifestyle platform that combines the objectivity and heritage of the Forbes Travel Guide Star Rating system with discerning recommendations from a hand-selected group of the world's best travel experts.

More than 200 hospitality providers worldwide are already partners with Forbes Travel Guide and enjoying the benefits of the GSRP.

“Our resort achieved the coveted Five Star award this year for the first time,” said Giuseppe Lama, Managing Director at The Resort at Pelican Hill in Southern California. “The official star rating data and transparency we now enjoy as partners in the GSRP will be invaluable annually, as we continue to deliver the finest in guest service and experience at our property.”

Forbes Travel Guide currently inspects and rates more than 680 Five Star, Four Star and Recommended hotels, restaurants and spas in more than 140 markets in the United States, Canada, China, and Singapore. In spring 2013, the company will announce a select group of star-rated properties in London for the first time, marking its entry into the European market.

The company released its official list of 2013 Star Award winners at a gala event in Los Angeles in February this year.

For more information on the Global Star Rating Program, please email GSRP@forbestravelguide.com

For a detailed explanation of how Forbes Travel Guide compiles its Star Ratings, visit www.forbestravelguide.com/about/ratings.

To view the complete list of 2013 Forbes Travel Guide Star Award winners, visit www.forbestravelguide.com/forbes-travel-guide-star-award-winners/2013-star-award-winners

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About Forbes Travel Guide:

Forbes Travel Guide, formerly Mobil Travel Guide and originator of the prestigious Star Ratings and certifications, has provided the travel industry's most comprehensive ratings and reviews of hotels, restaurants and spas since 1958. Forbes Travel Guide has a team of expert inspectors who anonymously evaluate properties against rigorous and objective standards, providing consumers the insight to make better-informed travel and leisure decisions. ForbesTravelGuide.com is the exclusive online destination of Forbes Travel Guide star-rated properties worldwide. It is a luxury travel and lifestyle platform that combines the objectivity and heritage of the Forbes Travel Guide Star Rating system with insightful recommendations from a hand-selected group of tastemakers and travel experts. ForbesTravelGuide.com provides detailed information on Star Rated hotels, restaurants and spas and gives its registered members exclusive access to special offers and curated experiences from select partner properties.

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